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# UNIVERSITY OF NEBRASKA

## Official Football Program

### OKLAHOMA STATE vs. NEBRASKA

OCTOBER 28, 1978

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#### TODAY'S COVER

Nebraska head football coach Tom Osborne with the 1978 Cornhusker Co-captains. From left to right—defensive end George Andrews (96), Osborne and quarterback Tom Sorley (12).

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The University of Nebraska urges all 1978 fans to continue this fine tradition of sportsmanship by extending courtesy to the visiting teams and officials.

All of us on the Cornhusker Staff salute our fans as the greatest in the nation and thank you for your support and sportsmanship.

Yours for Nebraska,

*Bob Devaney*  
Bob Devaney  
Athletic Director



## Nebraska Hopes to Lasso OSU Today and Stay Atop Big 8 Race

Nebraska, riding a six-game winning streak and ranked No. 4 in the country this week, hopes to shoot down the Oklahoma State Cowboys in Lincoln this afternoon and stay tied for the Big 8 lead with Oklahoma.

Tom Osborne's Huskers are 6-1 overall, their only blemish to No. 3 Alabama, 20-3, in the first game of the season, and 3-0 in the Big 8. Jim Stanley's Cowboys are 2-5 overall, losing their first five contests, and 2-1 in the conference.

Last Saturday, both teams triumphed, as Nebraska beat Colorado, 52-14, at Boulder and Oklahoma State defeated Kansas, 21-7, at Stillwater. For OSU, it was the Cowboys second straight league win. On Oct. 14 in Stillwater, the 'Pokes also defeated Colorado, 24-20.

In the Huskers win over Colorado, Nebraska's Offensive Player of the Game was senior running back Rick Berns, who rushed for 132 yards on 17 carries and scored twice, on runs of five and 10 yards.

Defensive Player of the Game was senior linebacker Lee Kunz, who had 10 tackles, including seven unassisted stops. The Huskers win over Colorado was Nebraska's 11th straight victory over the Buffs and the 16th NU win in the last 17 meetings between the two schools.

Osborne, in his sixth year as head coach at Nebraska, has a school and career record of 52-14-2, for an excellent winning percentage of .779.

In the Cowboys win over Kansas, OSU was led by running backs, sophomore Worley Taylor and freshman Terry Suellentrop. Taylor rushed for 82 yards on 20 carries, while Suellentrop got 79 yards on 20 carries and scored once.

Defensively, the Cowboys were paced by sophomore defensive end Curtis Boone and senior linebacker John Corker. Boone had 10 tackles, two fumble recoveries and one pass broken up, while Corker contributed 15 tackles.

Nebraska leads the Husker-Cowboy series 15-2-1. Last year in Stillwater, Nebraska beat Oklahoma State on regional ABC-TV, 31-14. The Huskers have not lost to an OSU squad since 1960 and '61, with one tie occurring during the 1973 season, 7-7.

## Marching Red UNL Cornhusker Band

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### Half-Time

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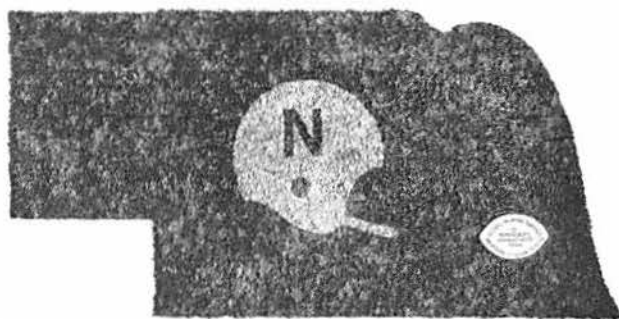
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## Nebraska Campaign earmarks funds for Business Study Center

The Nebraska Campaign, a commitment to excellence, is now over a year old and well on the way to its \$25 million minimum goal.

Conceived by the University of Nebraska Foundation and kicked off last September by former President Ford, the three-year fund drive has accumulated \$16.7 million from generous University supporters.

Thanks to the farsightedness of the University of Nebraska Foundation, a non-profit, charitable organization created exclusively for NU's benefit, and University friends and alumni, a variety of educational programs will become reality.

Today we salute one of the special programs designated to receive financial support, The Center for Study of The American Business System.

The Center, affiliated with UNL's College of Business Administration, has two objectives:

—To improve our understanding and awareness of the economic and business system's intra-responsibilities.

—To become a Nebraska and American resource for study, analysis and improvement of the American business system through innovations built upon existing College programs.

Results from this research will be provided to business and government leaders in order to increase their awareness of the intricacies of our business system.

The need for this type of information becomes apparent when survey results reveal low public esteem at home for a business system admired around the world.

### Distinguished lecturers

Two recently established funds to bring distinguished lecturers and professors to campus are examples of direct Center benefits for UNL students.

A \$100,000 commitment to the Nebraska Campaign from Woodmen Accident and Life Company in honor of its board chairman, E. J. Faulkner, will enable the Center to annually bring noted guest lecturers to campus to speak on various aspects of the American business system.

The Nelson Professor in the College of Business Administration evolved from a fund established by Mr. and Mrs. Karl H. Nelson of Nebraska City to bring distinguished professors to campus for enrichment of the Center's instructional and research capabilities.

In addition to UNL students, Nebraskans throughout the state will directly benefit from the Center's programs. Off-campus educational efforts will be directed to two groups.

High school and junior college teachers throughout the state will be offered credit courses and workshops designed to enhance their explanations of the American business system to their students.

Interested citizens throughout Nebraska will also be invited to courses, lectures and special conferences to help them understand various aspects of our business system.

Academic expertise will also be applied first-hand as professors and students will be placed as interns in state and national business organizations to serve as links between the business and academic communities.

Directly or indirectly, most of us will benefit from the Center's activity and research through clearer conceptions of the challenges facing our own business system.



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## Research relates to teaching interests

As the center for graduate education for business and economics in Nebraska, the College of Business Administration is keenly aware of its research responsibility. Efforts to find ways of making Nebraska and the national business and economic systems more efficient and effective are an integral part of the daily activity of the college.

Much of the college's research effort is made by the members of its faculty, who use their knowledge from research to teach courses taken by over 4000 UNL students each year. In addition, the small professional staff of the Bureau of Business and Economic Research is directly responsible for following the course of the Nebraska economy. For over 50 years, the bureau has carefully gathered data on the state's economy and has been reporting it in its quarterly publication, *Business in Nebraska*.

The bureau is currently developing a computer model based on these data series for making quarterly forecasts of such economic factors as industrial output, cash farming receipts, employment, total personal income and retail sales. Through a federal-state cooperative arrangement, the bureau is the officially designated agency to

make annual population estimates for the state and each of its counties. Besides the ongoing projects, the bureau engages in many shorter term research efforts. Recently completed are studies of migration patterns within the state and a projection of the Nebraska labor force and total personal income for the year 2000.

One of the oldest and best such organizations in the country, the Bureau of Business and Economic Research in the College of Business Administration is headed by Don Pursell, a labor economist. "The volatility of the important agricultural sector means that keeping tabs on the Nebraska economy is a challenging task," says Pursell, but he hastens to add, "The job is made easier by the excellent cooperation we receive from the state agencies and business firms without whose help we couldn't collect the data so necessary for our work."

By contrast, the topics investigated by the faculty are less easily characterized for they are as diverse as the interests of 75 separate individuals can be. In fact, the research of most faculty members is closely related to their teaching interests. As Professor Robert Mittelstaedt, who teaches courses in consumer behavior puts it,

"As do all my CBA colleagues, I teach in a rapidly changing field. While the results of my studies may be useful to others, to me research is always worth doing because it helps me keep up with the new developments in my field. In the end, I believe, research supports teaching."

Some research in the college is directly oriented to teaching and learning issues. Professor Richard Metcalf is engaged in studies which seek ways to make accounting instruction more effective. Professor Ira Dolich has recently completed a study of the reasons some persons do not complete non-traditional college courses such as those offered by the State University of Nebraska (SUN) on ETV.

Others turn their attention to questions of direct interest to business decision makers. Professor Robert Justis is studying the accounting systems used by small businesses and their adequacy for decision making purposes. Professor John Brasch's research is usually directed toward ways of stimulating the export sales of Nebraska and midwest firms and his most recent study is of the role of export management companies in the foreign sales of manufacturers.

(continued on p. 75).

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# UNL Anthropologists race clock to save prehistoric treasures



When 18,000 acres of land disappear beneath the waters impounded behind the Clarence Cannon Dam in northeastern Missouri in the next year or two, thousands of years of North American prehistory will disappear as well.

The University of Nebraska-Lincoln, however, is rescuing a significant portion of that prehistory under the supervision of Dale R. Henning, professor of anthropology. Henning was recently awarded a \$1,200,000 contract by the U.S. Army Corps of Engineers to continue excavating selected sites in the area affected by construction of the dam on the Salt River near Hannibal.

Henning has been principal investigator for archaeological research in the Cannon Dam area since 1974. At that time, the Corps of Engineers awarded contracts totalling \$800,000 to UNL which authorized Henning to survey the dam's "normal pool" area as well as 47,000 acres surrounding lands to be affected by the dam project. Henning's survey, completed in the spring of 1977, located 2,000 sites worth investigating, of which he selected 27—less than two per cent of the total—for intensive excavation.

"The sites selected," Henning said, were picked because they appeared most likely to yield the kinds of information needed to construct an

Construction of the Cannon Dam has progressed steadily since the photo above was taken in 1975. Archaeologists in foreground were digging a trench as they began excavations. Below, storage pits used by prehistoric Woodland peoples are being uncovered in a site carefully marked off in grids for mapping.







ABOVE: Dale Henning, principal investigator for the Cannon Dam project. RIGHT: A student sifts earth through a window screen in search for minute fragments of prehistoric artifacts.



archaeological record of the region before the beginning of recorded history."

Although Henning is principal investigator, the Cannon Dam project is under the direction of Michael O'Brien, a recent Ph.D. graduate of the University of Texas at Austin. O'Brien is on the job year round at the site, in the summertime directing as many as 85 local residents and students from UNL and other universities in excavation of sites which have yielded materials and information about early North American peoples from approximately 9,000 years ago to 800

years ago.

The Cannon Dam project was undertaken as the result of the Archaeological Conservation Act passed by Congress in 1974 which requires that efforts be made to preserve archaeological sites in areas affected by projects such as the Cannon Dam, and if preservation is not feasible, to do everything possible to recover as much as possible beforehand. Henning, who had been involved in excavations in the area since the early 1960's, was awarded the Corps of Engineers contracts after he conducted a survey of the area for an environmen-

tal impact statement prepared by the Missouri Botanical Gardens.

The Cannon Dam project is one of more than 35 ongoing projects currently being funded by federal and private sources which provide research opportunities for faculty members and archaeological experience for many UNL students. Henning said the annual operating budgets for the various projects totals more than half a million dollars annually, financing operations in Nebraska, North and South Dakota, and even on Japan's Island of Hokkaido, in addition to the Cannon Dam project.



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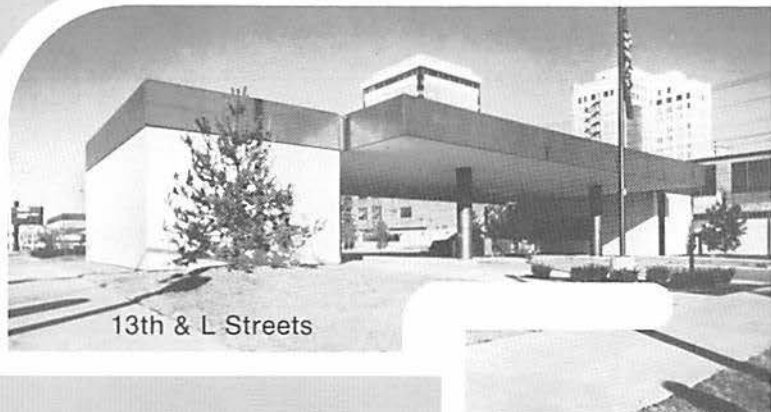
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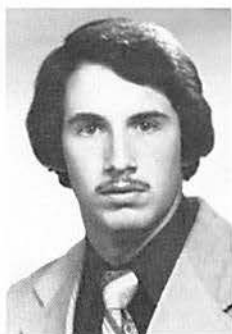


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DB 6-0 171 So.



**6** SAMMY SIMS  
DB 5-11 182 So.



**7** DARRELL WALTON\*\*  
DB 5-9 170 Sr.



**8** PAUL LETCHER  
DB 5-11 178 Jr.



**9** RUSSELL GARY  
DB 6-0 180 So.



**10** TIM HAGER  
QB 6-1 175 Jr.



**11** JEFF QUINN  
QB 6-2 203 So.



**12** TOM SORLEY\*\*  
QB 6-2 206 Sr.



**14** BILLY TODD\*  
K 5-11 182 Sr.



**15** RIC LINDQUIST  
DB 5-10 173 So.



**16** TIM FISCHER\*\*  
DB 5-10 165 Sr.



**17** MARK MAURER  
QB 6-1 190 So.



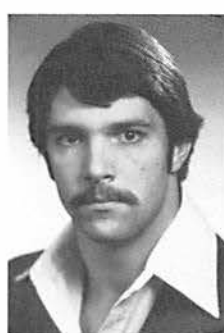
**18** STEVE MICHAELSON  
QB 6-1 195 So.



**21** PERCY KEITH  
IB 5-11 177 So.



**22** KENNY BROWN\*\*  
WB 6-0 182 Jr.



**23** MARK LeROY  
DB 6-2 190 Jr.



**24** TIM MCCRADY  
WB 5-10 170 So.



**25** TIM WURTH\*  
IB-FB 5-6 181 Jr.



# CORNHUSKERS



**26** MIKE SMITH  
IB 6-0 180 So.



**27** RANDY LANDWEHR  
IB 5-11 193 So.



**28** DAVID LIEGL  
DB 5-7 163 Jr.



**29** JIM PILLEN\*\*  
DB 5-11 180 Sr.



**30** CRAIG JOHNSON  
IB 6-1 180 So.



**32** I. M. HIPPI\*  
IB 6-0 207 Jr.



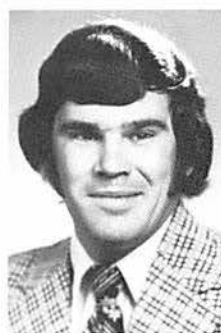
**33** ANTHONY STEELS  
WB 5-8 179 So.



**34** ANDY MEANS  
DB 5-11 172 So.



**35** RICK BERNS\*\*  
FB-IB 6-2 210 Sr.



**36** TIM BERGKAMP  
K 6-1 180 So.



**37** DAN LaFEVER  
LB 6-2 218 So.



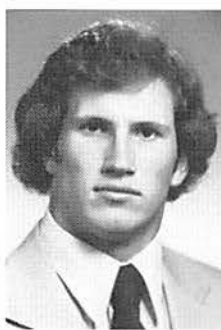
**38** LEE KUNZ\*\*  
LB 6-3 222 Sr.



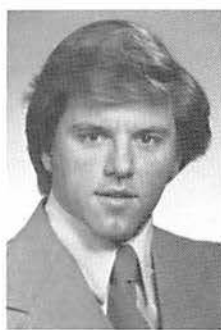
**39** ANDRA FRANKLIN\*  
FB 6-1 218 So.



**40** BRUCE DUNNING\*  
LB 6-3 216 Sr.



**41** KIM BAKER  
LB 6-2 207 So.



**42** L. G. SEARCEY  
DB 6-1 185 So.



**43** BRIAN HEDRICK  
DT 6-2 235 So.



**44** JIM KOTERA  
FB 5-11 200 So.



**46** JOHN RUUD  
LB 6-3 215 Jr.



**47** TOM VERING\*  
LB 6-2 212 Jr.



**48** JEFF HANSEN\*\*\*  
DB 6-2 196 Sr.





# NEBRASKA



**50** JEFF BLOOM\*  
OC 6-1 199 Jr.



**51** KERRY WEINMASTER\*\*  
MG 6-0 216 Jr.



**52** TREY DeLOACH  
OC 6-2 238 So.



**53** RANDY SCHLEUSENER  
OG 6-5 232 So.



**54** BARNEY COTTON\*\*  
OG 6-5 260 Sr.



**55** ROD HORN\*  
DT 6-3 254 Jr.



**56** DAVE RIMINGTON  
OC 6-3 240 Fr.



**57** KELLY SAALFELD\*  
OC 6-3 248 Jr.



**58** DAN STEINER  
OG 6-1 238 Jr.



**59** CURT HINLINE  
MG 6-2 217 So.



**61** PAUL POTADLE  
OG 6-0 200 Jr.



**62** JOHN KEUTEN  
OG 6-1 243 So.



**63** DAVID CLARK  
DT 6-2 242 So.



**64** JOE ADAMS  
OG 6-3 225 So.



**65** OUDIOUS LEE\*  
MG 6-2 224 Jr.



**66** BRENT WILLIAMS  
LB 6-1 221 So.



**67** LAWRENCE COOLEY\*\*  
OG 6-1 230 Sr.



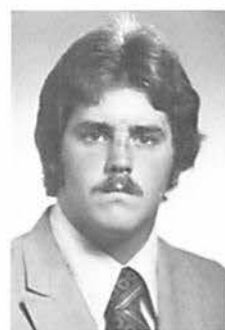
**68** STEVE LINDQUIST\*\*\*  
OG 6-7 249 Sr.



**69** JOHN HAVEKOST\*  
OG 6-4 230 Jr.



**70** GARY ENGLAND  
OT 6-3 234 So.



**71** STEVE GLENN\*  
OT 6-4 262 Sr.



**72** MARK GOODSPEED  
OT 6-6 260 Jr.



**73** KELVIN CLARK\*\*  
OT 6-4 270 Sr.



**74** TOM OHRT\*\*  
OT 6-4 251 Sr.



# CORNHUSKERS



**75** RANDY POESCHL\*\*  
DT 6-8 268 Sr.



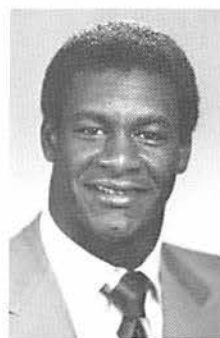
**76** MIKE BRUCE  
OT 6-6 243 So.



**77** RANDY FLORELL  
MG 6-2 221 So.



**78** TOM CARLSTROM  
OT 6-7 248 So.



**80** FRANK LOCKETT\*  
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**81** LAWRENCE COLE  
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**82** STEVE DAVIES  
TE 6-3 227 So.



**83** DICK PETERSON  
DE 6-2 185 So.



**84** TIM SMITH\*  
SE 6-2 192 Jr.



**85** GREG RABAS  
TE 6-4 216 So.



**87** JEFF FINN  
TE 6-5 238 So.



**88** SCOTT WOODARD  
SE 5-10 158 So.



**89** JUNIOR MILLER\*  
TE 6-4 210 Jr.



**90** GORDON THIESSEN  
DE 6-1 206 Jr.



**92** DERRIE NELSON  
DE 6-2 212 So.



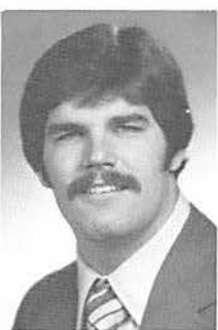
**93** DAN PENSICK\*  
DT 6-5 250 Jr.



**94** DARYL HOLMES  
DE 6-1 187 So.



**95** BILL BRYANT  
DT 6-3 206 Sr.



**96** GEORGE ANDREWS\*\*  
DE 6-4 223 Grad.



**97** BILL BARNETT\*  
DT 6-5 240 Jr.



**98** DAN LINDSTROM  
DE 6-2 202 So.



**99** DAVE ETROMATH  
DT 6-4 210 So.



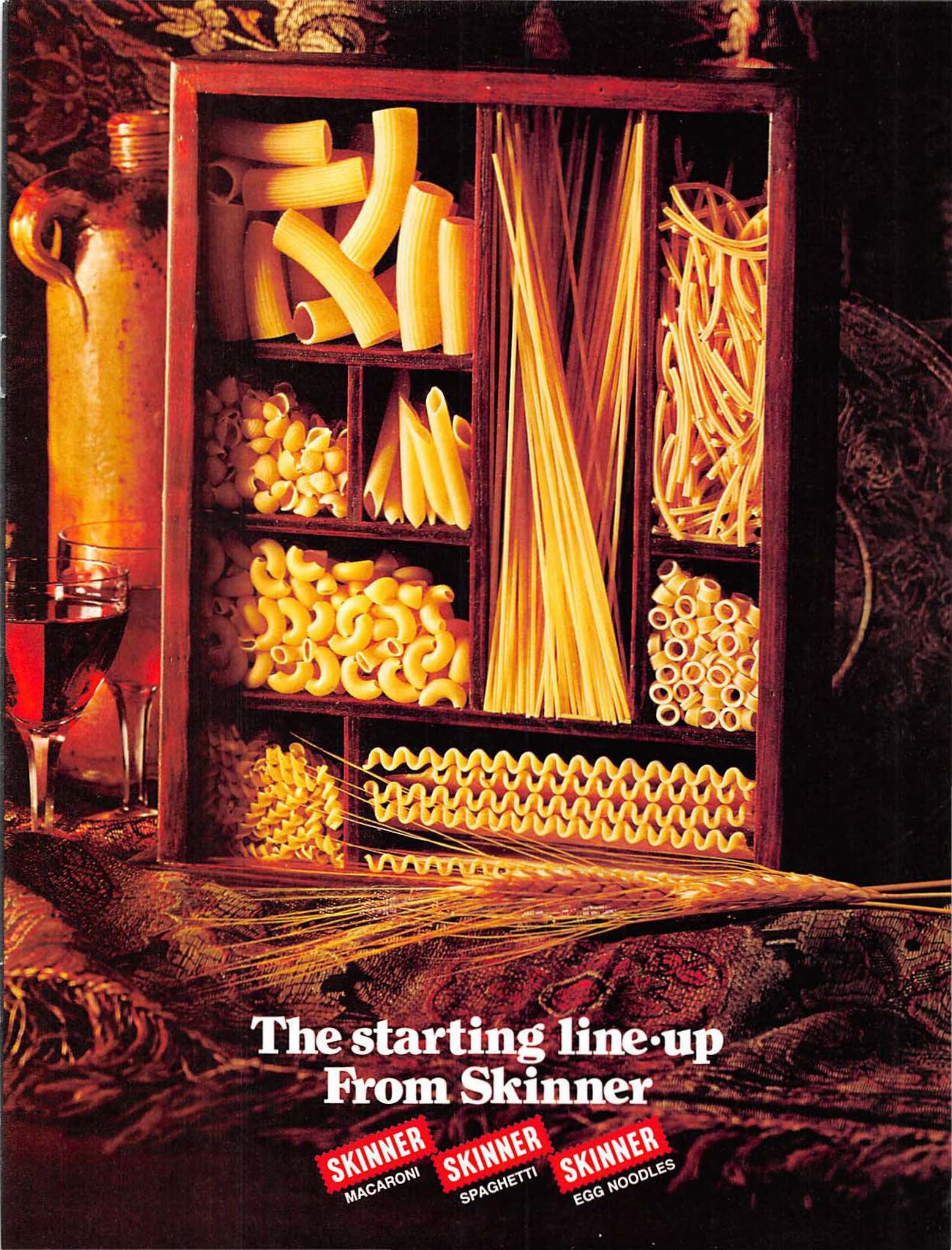
# 1978 University of Nebraska Football Roster

No.	Player	Pos.	Ht.	Wt.	Age	Class	Hometown
64	Adams, Joe	OG	6-3	225	20	Soph.	Bellevue, NE
96	**Andrews, George	DE	6-4	223	23	Grad.	Omaha, NE
41	Baker, Kim	LB	6-2	207	19	Soph.	York, NE
97	*Barnett, Bill	DT	6-5	240	22	Jr.	Afton, MN
36	Bergkamp, Tim	K	6-1	180	21	Soph.	Pretty Prairie, KS
35	**Berns, Rick	FB-IB	6-2	210	22	Sr.	Wichita Falls, TX
50	*Bloom, Jeff	OC	6-1	199	22	Jr.	Rapid City, SD
4	Branch, Anthony	WB	5-11	183	19	Soph.	Pocatello, ID
22	**Brown, Kenny	WB	6-0	182	22	Jr.	Cincinnati, OH
76	Bruce, Michael	OT	6-6	243	20	Soph.	Omaha, NE
95	Bryant, Bill	DT	6-3	206	22	Sr.	Dacula, AL
78	Carlstrom, Tom	OT	6-7	248	19	Soph.	Polk, NE
63	Clark, David	DT	6-2	242	20	Soph.	Odessa, TX
73	**Clark, Kelvin	OT	6-4	270	22	Sr.	Odessa, TX
81	Cole, Lawrence	DE	6-2	206	21	Jr.	Dayton, OH
67	**Cooley, Lawrence	OG	6-1	230	23	Sr.	Monroe, MI
54	**Cotton, Barney	OG	6-5	260	21	Sr.	Omaha, NE
82	Davies, Steve	TE	6-3	227	19	Soph.	Murray, UT
52	DeLoach, Tray	OC	6-2	238	20	Soph.	Papillion, NE
40	Dunning, Bruce	LB	6-3	216	22	Sr.	Arvada, CO
70	England, Gary	OT	6-3	234	20	Soph.	Salt Lake City, UT
87	Finn, Jeff	TE	6-5	238	19	Soph.	Grand Island, NE
16	**Fischer, Tim	DB	5-10	165	22	Sr.	Lincoln, NE
77	Florell, Randy	MG	6-2	221	20	Soph.	Holdrege, NE
39	*Franklin, Andra	FB	6-1	218	19	Soph.	Anniston, AL
9	Gary, Russell	DB	6-0	180	19	Soph.	Minneapolis, MN
1	Gemar, Scott	K	6-2	199	20	Soph.	Sutton, NE
71	*Glenn, Steve	OT	6-4	262	22	Sr.	Pawnee City, NE
72	Goodspeed, Mark	OT	6-6	260	21	Jr.	Leawood, KS
10	Hager, Tim	QB	6-1	175	20	Jr.	Lincoln, NE
48	***Hansen, Jeff	DB	6-2	196	22	Sr.	Sacramento, CA
69	*Havekost, John	OG	6-4	230	21	Jr.	Scribner, NE
43	Hedrick, Brian	DT	6-2	235	20	Soph.	York, NE
59	Hineline, Curt	MG	6-2	217	19	Soph.	Bellevue, WA
32	*Hipp, I. M.	IB	6-0	209	22	Jr.	Chapin, SC
94	Holmes, Daryl	DE	6-1	187	19	Soph.	Chicago, IL
55	*Horn, Rod	DT	6-3	254	21	Jr.	Fresno, CA
30	Johnson, Craig	IB	6-1	180	18	Soph.	Omaha, NE
21	Keith, Percy	IB	5-11	177	20	Soph.	Omaha, NE
62	Keuten, John	OG	6-1	243	20	Soph.	Grant, NE
44	Kotera, Jim	FB	5-11	200	19	Soph.	Bellevue, NE
2	Krejci, Jeff	DB	5-11	166	19	Soph.	Schuyler, NE
38	**Kunz, Lee	LB	6-3	222	21	Sr.	Golden, CO
37	LaFever, Dan	LB	6-2	218	21	Soph.	Marquette, WI
27	Landwehr, Randy	IB	5-11	193	19	Soph.	Dunbar, NE
65	*Lee, Oudious	MG	6-2	224	22	Jr.	Omaha, NE
23	LeRoy, Mark	DB	6-2	190	21	Jr.	Seattle, WA
8	Letcher, Paul	DB	5-11	178	22	Jr.	Lincoln, NE
5	Lewis, Rodney	DB	6-0	171	19	Soph.	Minneapolis, MN
28	Liegl, Dave	DB	5-7	163	22	Jr.	Central City, NE
15	Lindquist, Ric	DB	5-10	173	19	Soph.	Plattsmouth, NE
68	***Lindquist, Steve	OG	6-7	249	22	Sr.	Minneapolis, MN
98	Lindstrom, Dan	DE	6-2	202	20	Soph.	Oakland, NE
80	*Lockett, Frank	SE	6-0	193	21	Sr.	Richmond, CA
17	Mauer, Mark	QB	6-1	190	19	Soph.	St. Paul, MN
31	McCloney, Maurice	WB	5-10	195	19	Fr.	Beaumont, TX
24	McCrary, Tim	WB	5-10	170	20	Soph.	Plainview, NE
34	Means, Andy	DB	5-11	172	19	Soph.	Holdrege, NE
18	Michaelson, Steve	QB	6-1	195	19	Soph.	Ralston, NE
89	*Miller, Junior	TE	6-4	210	21	Jr.	Midland, TX
86	Minor, John	DE	6-2	212	26	Jr.	Chicago, IL
72	Nelson, Derrie	DE	6-2	212	20	Soph.	Fairmont, NE
94	**Ohrt, Tom	OT	6-4	251	22	Sr.	Millard, NE
93	*Pensick, Dan	DT	6-5	250	20	Jr.	Columbus, NE
83	Peterson, Dick	DE	6-2	185	20	Soph.	Madison, NE
29	**Pillen, Jim	DB	5-11	180	22	Sr.	Monroe, NE
75	**Poeschl, Randy	DT	6-8	268	22	Sr.	Fremont, NE
61	Potadle, Paul	OG	6-0	220	21	Jr.	Tekamah, NE
11	Quinn, Jeff	QB	6-2	203	20	Soph.	Ord, NE
85	Rabas, Greg	TE	6-4	216	19	Soph.	Kewaunee, WI
56	Rimington, Dave	OC	6-3	240	18	Fr.	Omaha, NE
46	Ruud, John	LB	6-3	215	21	Jr.	Bloomington, MN
57	*Saalfeld, Kelly	OC	6-3	248	21	Jr.	Columbus, NE
53	Schleusener, Randy	OG	6-5	232	20	Soph.	Rapid City, SD
42	Searcey, L. G.	DB	6-1	185	19	Soph.	Wymore, NE
91	Sherry, Scott	DE	6-4	202	20	Soph.	Ralston, NE
6	Sims, Sammy	DB	5-11	182	20	Soph.	Lubbock, TX
26	Smith, Mike	IB	6-0	180	19	Soph.	Papillion, NE
84	*Smith, Tim	SE	6-2	192	21	Jr.	Chula Vista, CA
12	**Sorley, Tom	QB	6-2	206	22	Sr.	Big Spring, TX
33	Steels, Anthony	WB	5-8	179	19	Soph.	Sacramento, CA
58	Steiner, Dan	OG	6-1	238	21	Jr.	Columbus, NE
99	Stromath, Dave	DT	6-4	210	19	Soph.	Ralston, NE
3	Sukup, Dean	K	6-1	206	21	Jr.	Cozad, NE
90	Thlessen, Gordon	DE	6-1	206	21	Jr.	Lincoln, NE
14	*Todd, Billy	K	5-11	182	22	Sr.	Chandler, AZ
47	*Vering, Tom	LB	6-2	212	21	Jr.	Fremont, NE
7	**Walton, Darrell	DB	5-9	170	23	Sr.	Omaha, NE
51	**Weinmaster, Kerry	MG	6-0	216	21	Jr.	North Platte, NE
66	Williams, Brent	LB	6-1	221	20	Soph.	Los Angeles, CA
88	Woodard, Scott	SE	5-10	158	19	Soph.	Papillion, NE
25	*Wurth, Tim	IB-FB	5-6	181	20	Jr.	Omaha, NE

\* Denotes letters earned

Birthdays as of Sept. 1, 1978





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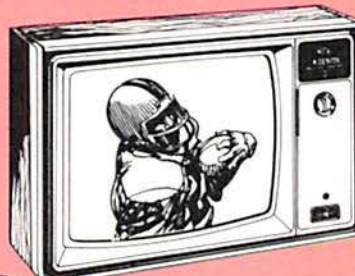
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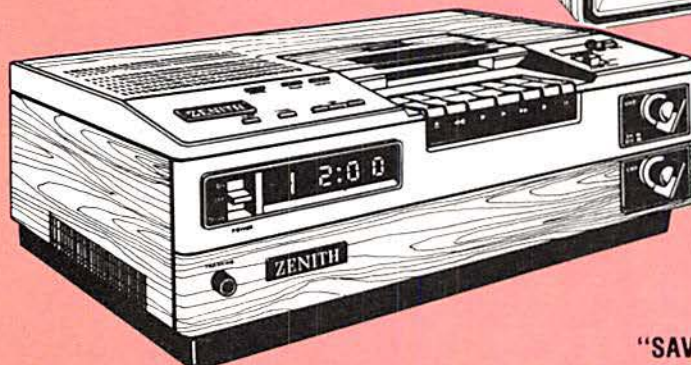
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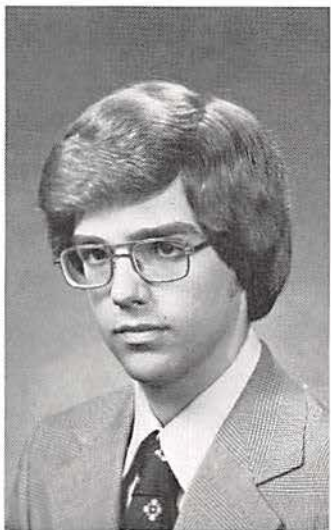
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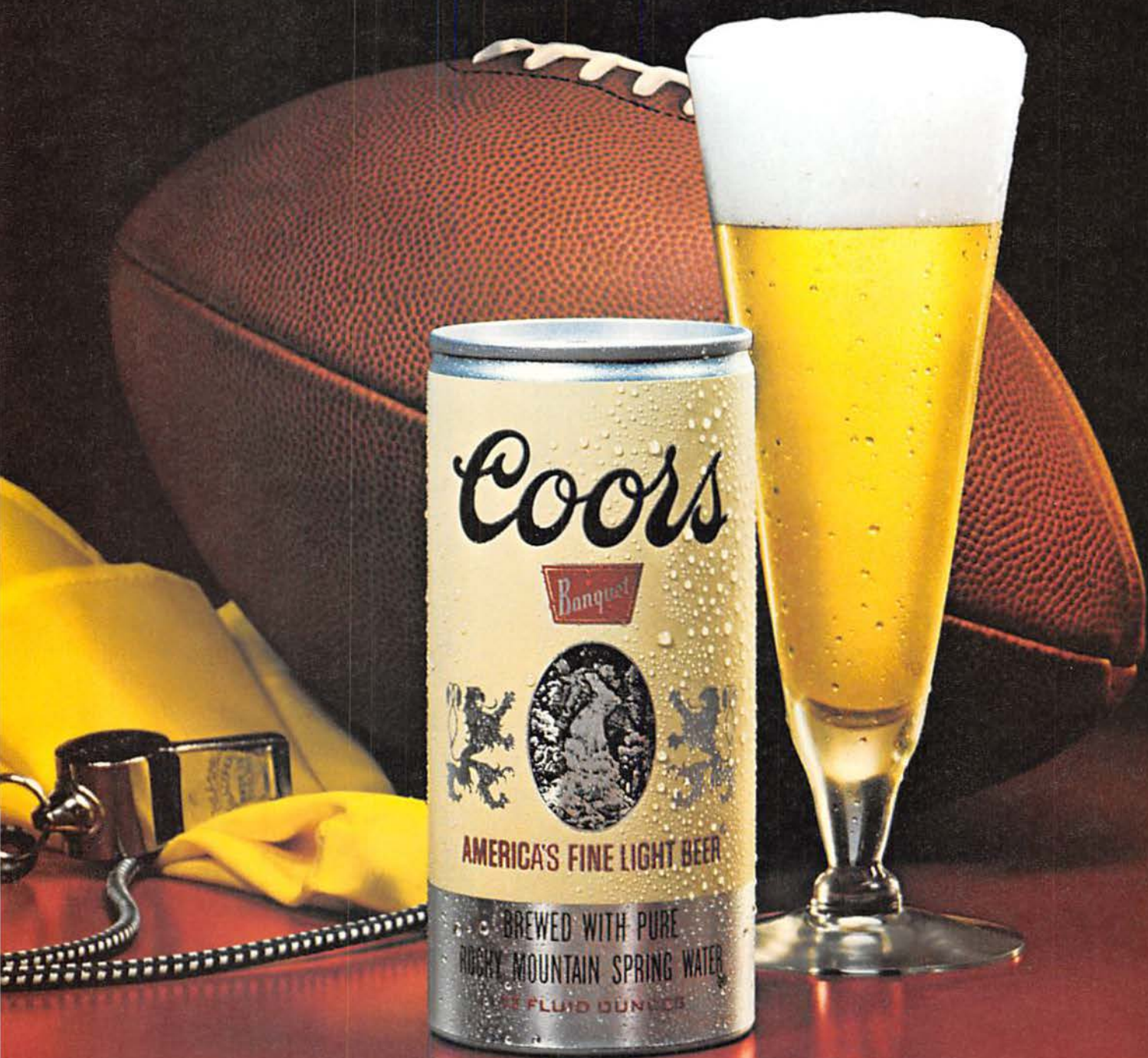


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7.79%	7.50%	4 Years (\$1,000 Minimum)
8.06%	7.75%	6 Years (\$1,000 Minimum)
*8.33%	8.00%	8 to 10 Years (\$1,000 Minimum)

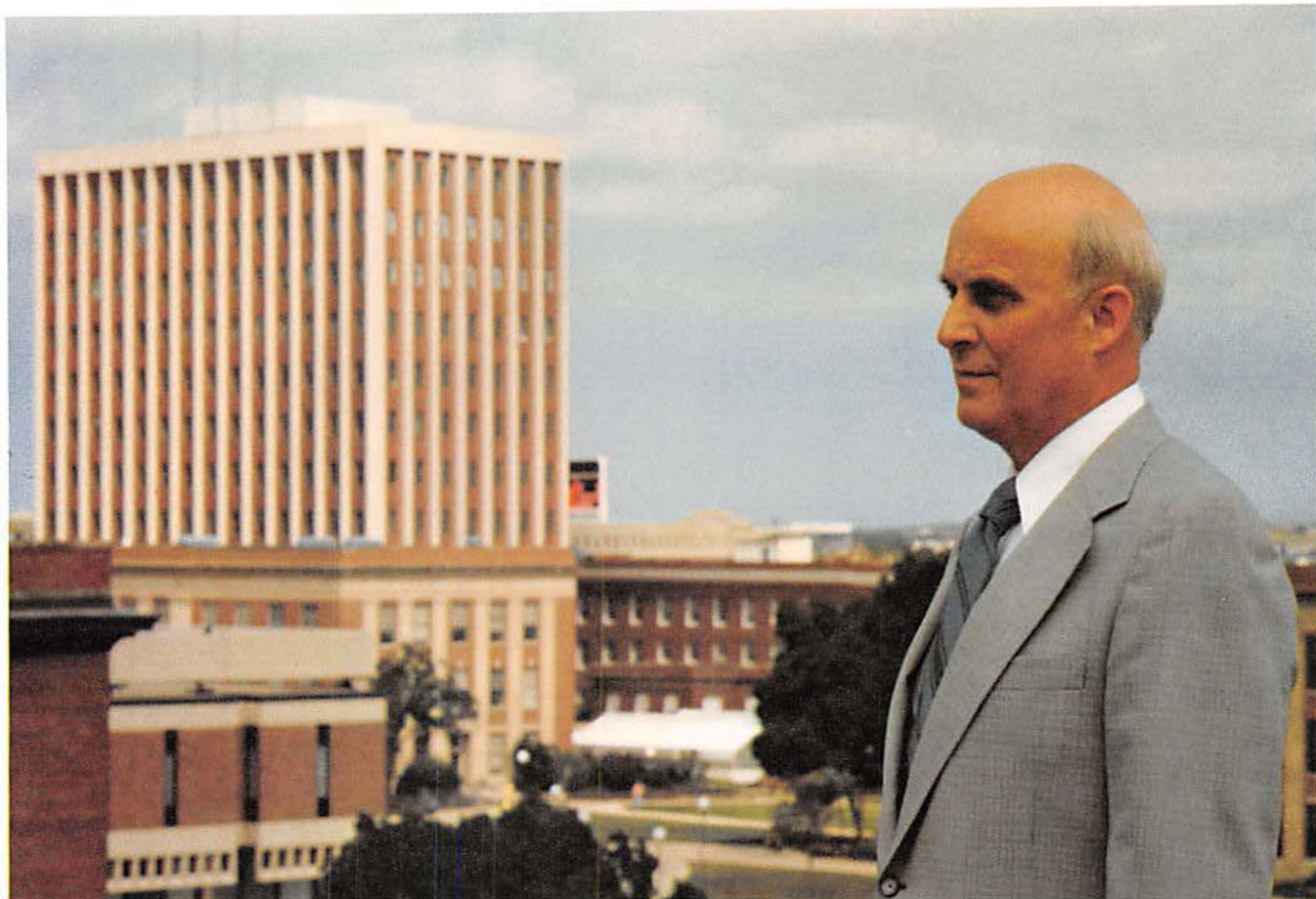
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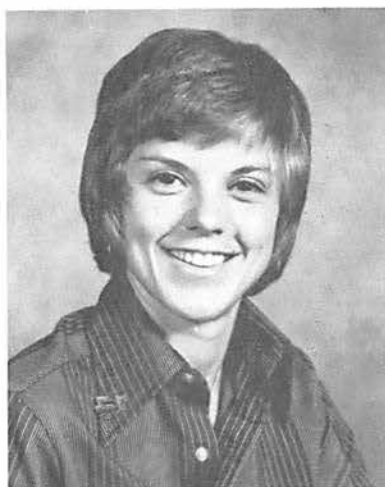
**Frank Sevigne**  
Track



# 1978 NEBRASKA WOMEN'S ATHLETIC STAFF



**Ryly Jane Hambleton**  
Sports Publicist



**Dr. Jay Davis**  
Ass't AD for Women



**Lorrie Gallagher**  
Basketball Coach



**Larry Romjue**  
Golf Coach



**Judy Schalk**  
Gymnastics Coach



**Terry Pettit**  
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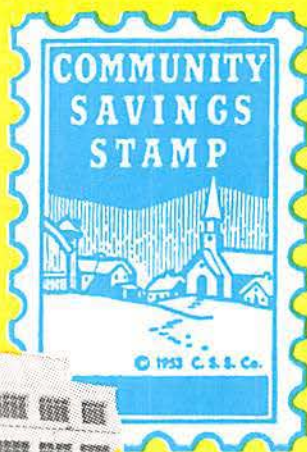
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### OFFENSE

12	L. P. WILLIAMS**	SE
70	JIM CLARK*	LT
75	CRAIG SIMMONS***	LG
60	DAVE MONROE**	C
64	REGGIE RICHARDSON*	RG
62	MARTY SHEPERD	RT
34	STEVE STEPHENS***	TE
10	SCOTT BURK***	QB
33	WORLEY TAYLOR*	FB
48	VINCE ORANGE*	TB
22	CHIPP LATHAM*	FL

\*Denotes letters earned

### DEFENSE

93	CURTIS BOONE*	LE
92	BILLY WELLS*	LT
63	JERRY WINCHESTER	RT
74	ROGER TAYLOR	RE
18	MIKE EDWARDS***	SLB
45	JOHN CORKER**	MLB
40	RICK ANTLE*	WLB
44	GREGGORY JOHNSON*	LC
21	PETER COPPOLA***	SS
41	DARNELL SCOTT***	FS
23	JOHN ODOM	RC

\*Denotes letters earned

### THE COWBOYS

1	Ankersen	K	19	Pugliese	DB	40	Antle	LB	59	Young	LB	75	Simmons	OG
2	Lundgaard	P	21	Coppola	SS	41	Scott	DB	60	Monroe	C	76	Schwager	OG
3	Irons	DB	22	Latham	SE	42	Suellentrop	FB	61	Freeman	C	79	Heinzler	NG
4	Stephenson	QB	23	Odom	DB	44	Johnson	DB	62	Shepherd	RT	80	Echols	DE
5	Doerner	QB	24	Chrisman	DB	45	Corker	LB	63	Winchester	DT	82	Cowins	SE
6	Campbell	WR	26	Jackson	DB	46	Smith	DE	64	Richardson	OG	84	Upshaw	TE
10	Burk	QB	29	Lewis	DB	48	Orange	RB	65	Brock	OG	85	Young	SE
11	Bailey	CB	32	Smith	RB	50	Hammond	C-LB	66	Pruitt	DT	86	Ingram	WR
12	Williams	WR	33	Taylor	RB	51	Waters	NG	67	Hetzler	OG	89	Meyers	TE
13	Headspeth	WR	34	Stephens	TE	52	Bishop	LB	68	Brandenburger	OG	92	Wells	RT
15	Dixon	DB	35	Hammond	RB	55	Stanley	LB	69	Oates	DE	93	Boone	DT
17	Healey	SE	37	Doakes	LC	57	Tillman	DE	70	Clark	OT	94	Taylor	DL
18	Edwards	DE	39	DiClementi	DB	58	Manley	LB	71	Vallon	OL	95	Prater	DT
									74	Taylor	DT	97	Chachere	DE

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## NEBRASKA CORNHUSKERS

### OFFENSE

89	JUNIOR MILLER*	TE
73	KELVIN CLARK**	LT
54	BARNEY COTTON**	LG
57	KELLY SAALFELD*	C
68	STEVE LINDQUIST**	RG
74	TOM OHRT**	RT
84	TIM SMITH*	SE
12	TOM SORLEY**	QB
39	ANDRA FRANKLIN*	FB
32	RICK BERNS**	IB
22	KENNY BROWN**	WB

\*Denotes letters earned

### DEFENSE

92	DERRIE NELSON	LE
55	ROD HORN*	LT
65	ODIOUS LEE*	MG
93	DAN PENSICK*	RT
96	GEORGE ANDREWS**	RE
40	BRUCE DUNNING*	SLB
38	LEE KUNZ**	WLB
16	TIM FISCHER**	LCB
29	JIM PILLEN**	MON
9	RUSSELL GARY	SAF
34	ANDY MEANS	RCB

\*Denotes letters earned

### THE CORNHUSKERS

3	Dean Sukup	K	25	Tim Wurth	IB-FB	46	John Ruud	LB	66	Brent Williams	LB	84	Tim Smith	SE
5	Rodney Lewis	DB	29	Jim Pilen	DB	47	Tom Vering	LB	67	Lawrence Cooley	OG	85	Greg Rabas	TE
6	Sammy Sims	DB	30	Craig Johnson	IB	48	Jeff Hansen	DB	68	Steve Lindquist	OG	86	John Minor	DE
7	Darrell Walton	DB	31	Maurice McCloney	WB	50	Jeff Bloom	C	69	John Havekost	OG	87	Jeff Finn	TE
9	Russell Gary	DB	32	I.M. Hipp	IB	51	Kerry Weinmaster	MG	70	Gary England	OT	88	Scott Woodward	SE
10	Tim Hager	QB	33	Anthony Steels	WB	53	Randy Schleusener	OG	71	Steve Glenn	OT	89	Junior Miller	TE
11	Jeff Quinn	QB	34	Andy Means	DB	54	Barney Cotton	OG	72	Mark Goodspeed	OT	90	Gordon Thiessen	DE
12	Tom Sorley	QB	35	Rick Berns	IB-FB	55	Rod Horn	DT	73	Kelvin Clark	OT	92	Derrie Nelson	DE
14	Billy Todd	K	37	Dan LaFever	LB	56	Dave Rimington	C	74	Tom Ohrt	OT	93	Dan Pensick	DT
16	Tim Fischer	DB	38	Lee Kunz	LB	57	Kelly Saalfeld	C	75	Randy Poeschl	DT	95	Bill Bryant	DT
18	Steve Michaelson	QB	39	Andra Franklin	FB	59	Curt Hine	MG	78	Tom Carlstrom	OT	96	George Andrews	DE
22	Kenny Brown	WB	40	Bruce Dunning	LB	61	Paul Potadle	OG	80	Frank Lockett	SE	97	Bill Barnett	DT
23	Mark LeRoy	DB	43	Brian Hedrick	DT	63	David Clark	DT	81	Lawrence Cole	DE	98	Dan Lindstrom	DE
24	Tim McCrady	WB	44	Jim Kotera	FB	65	Oudious Lee	MG	83	Dick Peterson	DE			

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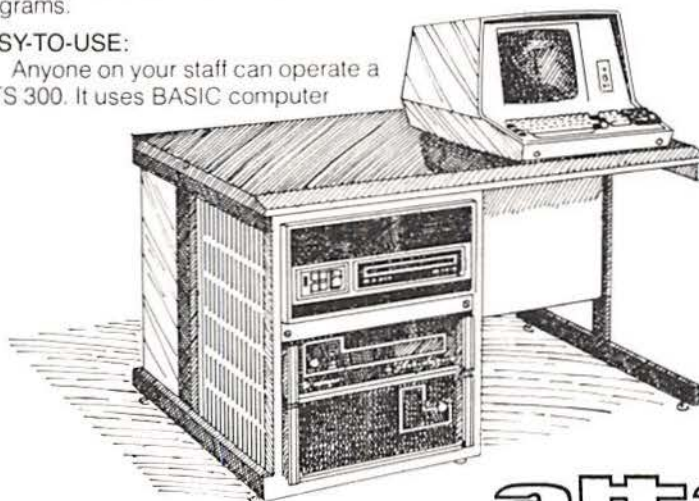
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**CERESCO** Mostrom Insur Agency

**CHADRON** Babcock Insur Agency  
John H. Chaney & Associates  
L.C. Larson & Son Insur Agency

**CHAMBERS** Adams & Adams Agency

**CHAPPELL** Empson Insur Agency  
M.P. Jensen Agency  
Peterson and Vogt

**CLATONIA** Schuerman Insur Agency

**CODY** Cody Agency, Inc.

**COLERIDGE** James L. Gray Agency

**COLUMBUS** Austin-Campbell Realty  
Becher-Curry Company  
Byrnes Insurance Agency  
Cumming Company, Inc.  
Gateway Realty of Columbus, Inc.  
Marshall-Nelson Agency  
Nebraskaland Allied Agency  
Rambour Realty Company  
T & C Insurance Agency  
Weber Insurance & Realty Co., Inc.  
Weerts-Boettcher Company

**COMSTOCK** Farmers Insurance Agency

**COZAD** Bill Stalon Insur Agency  
Thompson Service Agency  
Western Service Company

**CRAWFORD** Crawford Bank Agency

**CURTIS** Wilkinson Insur Agency

**DALTON** Dalton Insurance Agency

**DANNEBROG** State Bank of Dannebrog

**DAVENPORT** Jennings Insur Agency

**DAVID CITY** Norman J. Joracek Agency

**DAYKIN** Jefferson County Agency, Inc.

**DECATUR** Decatur Insur Agency

**DESHLER** Hollie Agency, Inc.

**DODGE** Dannelly Insur Service

**DONIPHAN** Doniphon Insurance Agency

**EDISON** Farmers & Merchants Insurance Agency

**ELBA** Elba State Bank Agency

**ELGIN** Draper Insur Agency

**ELWOOD** The Home Agency  
Robert W. Tilden Agency

**EMERSON** Loyd and Larson, Agents

**ENDERS** The First Agency

**EWING** Ewing Agency, Inc.

**EXETER** First National Insur Agency

**FAIRBURY** Bretting Agency  
Fairbury Insurance Agency  
R.B. Felton Agency  
R.L. Schainost Agency  
Starr-Buckow Insurance Agency

**FAIRFIELD** J & J Insurance

**FAIRMONT** Fairmont Insur Agency

**FALLS CITY** Miller-Monroe Company  
The Reesman Agency

**FARNAM** Farnam Insurance Agency

**FORDYCE** Keiser Insur Agency

**FRANKLIN** E. Potter Insur Agency  
Slocum Insurance Agency

**FREMONT** Brubaker Insurance Agency  
First Nebraska Insurance  
Foy Insurance Agency  
Fremont State Company  
Marcotte-Baldwin-Peterson  
Don Peterson & Associates  
Wittmann, Inc.

**FRIEND** Gene Martin Agency, Inc.

**FULLERTON** Hosler Insur Agency  
Wayne H. Nicholls Agency

**GENEVA** Bixby Insurance Agency  
Geneva Insurance Agency

**GENOA** Burke and Snyder, Inc.

**GERING** Atkinson & Associates, Inc.  
Larsen Agency, Inc.

**GIBBON** Gibbon Insurance Agency

**GILTNER** Robertson Insur Agency

**GORDON** Roger D. Reeves Insur Agency  
Strong Insurance Agency

**GOTHENBURG** Gothenburg Insur Agency  
The Greene Agency

**GRAND ISLAND** Arndt & Associates  
Cowton-Kahrhoff-Beachler Insur  
Dee Company  
Douthitt Insurance Agency  
Flower-Evans Company, Inc.  
Fourth Street Insurance  
Grand Island Trust Company  
The Huston Company  
McDaniel Realty & Insurance  
Midwest Insurance Inc.  
Nitzel and Company  
Schroeder-Rathman Insur Agency, Inc.  
Stephens-Ryder-Wenger Agency

**GRANT** Eugene "Whitey" Kurkowski & Associates  
Lacy Insurance Agency

**GREELEY** McQuillan Insur Agency

**GRESHAM** Gresham Company

**GRETNIA** Warren Insur Agency

**HARDY** Hardy Insur Agency, Inc.

**HARRISON** Mumby Insur Agency

**HARTINGTON** Lawrence Rossiter & Associates  
Wirth-Tideman, Inc.

**HARVARD** Voorhees Insur Agency

**HASTINGS** Elierbrock-Norris Agency  
Neal Jones Insur Agency  
Klein-Manske Insurance Agency  
Adam D. Kohl—Insurance, Inc.  
Madgett Brothers Insurance, Inc.  
Magnuson-Friend, Inc.  
Bob Meyer Insurance  
Paul R. Pierce Insurance Agency  
Rader Real Estate and Insurance  
Smith Insurance Agency  
Hal C. Smith Insurance Agency  
Stuehnenberg Insurance Agency

**HAYES CENTER** Counce and Miller

**HAY SPRINGS** Hay Springs Ins Agency

**HEBRON** Hergott Insurance Agency  
The Svoboda Agency  
Thayer County Insurance Agency

**HENDERSON** Henderson State Co.

**HERSHEY** Hershey Agency

**HILDRETH** Hildreth Agency

**HOLDREGE** General Service Agency, Inc.  
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Meyers Agency, Inc.  
Peterson-Jones Agency

**HOMER** Reliable Insurance Agency

**HOOPER** Community Insurance Agency

**HOOPER** Insurance Agency

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Kessler Insurance Agency

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**JANSEN** Tinstman Agency

**JUNIATA** Boesen Insurance Agency

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Morrow Insurance and Real Estate  
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**LAUREL** Security National Ins Agency

**LAWRENCE** The McIlce Agency

**LEIGH** Bradley Insurance Agency

**LEWELLEN** Jacob L. Kats Ins Agency

**LEXINGTON** Barrett-Housel & Assoc  
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Dan Grafton Agency, Inc.  
Kiffin-Murphy Agency, Inc.  
Pittenger & Associates Agency  
Warnermunde Agency

**LIBERTY** Ralph Larsen Agency

**LINCOLN** All American Insurance Services  
Ball Insurance Agency  
Bargen Insurance Agency, Ltd.  
Bayly, Martin & Fay of Nebraska  
Boukather Insurance Agency  
Chambers-Dobson Financial Serv  
Conservative Insurance Agency  
Coppie Insurance Agency, Inc.  
W.H. "Bill" Davidson Agency, Inc.  
Pat Egan Insurance  
Forsyth Insurance Agency  
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John H. Graf Insurance Agency  
Wendell Groth & Associates, Inc.  
Knight-Wentz Insurance Agency  
Vi Kuhl Insurance  
R&R Insurance Agency  
Reynolds-Blake-Simmons Insur  
Gene Schaffer Insurance Agency  
Shurtliff-Schorr Company  
Smith & Hinkley Insurance Agency  
Stuart Insurance  
Norbert Sukovaty Insurance Agency  
Union Loan Insurance Agency  
Wegner Insurance Agency  
Witt-Oehlerking, Inc.  
John F. Zimmer General Agency

**LINDSAY** P.H. Weitzel Agency

**LISCO** Olson Insurance Agency

**LOOMIS** First State Agency

**LOUP CITY** Sherman Co. Insur Agency

**LYMAN** Lyman Insurance Agency

**MADISON** Bill Blank Insurance Agency  
Robertson Insurance Agency

**MASON CITY** Turner-Cox Agency, Inc.

**MAYWOOD** Maywood Insur Agency

**MCCOOK** Harr Insurance Agency Inc.  
Marsh Ins. & Real Estate, Inc.  
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Remington Insurance Agency  
Sullivan Insurance Agency  
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**MILLARD** Nelson Insurance Agency

**MILLIGAN** Barnard-Zoerb Agency  
Oliva Insurance Agency

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**MORRILL** Marron Agency

**MULLEN** Bank of Mullen Agency

**NEBRASKA CITY** Wellensiek Insur Agency

**NELSON** Murphy and Clabaugh

**NIOBRARA** Niobrara Insur Agency

Olson's Insurance Agency

**NORFOLK** Allied Securities, Inc.  
Brown Insurance Agency  
Fisher Realty Company  
Hansen Insurance Agency  
Insurance Services of Norfolk, Inc.  
Leo Ringer and Associates

**NORTH BEND** Burnham Insur Agency  
Wolf Insurance Agency

**NORTH LOUP** North Loup Insur Agency

**NORTH PLATTE** First Home Insur  
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The Moller Agency  
Phares and Thomas Insurance Agency  
The Riltner Agency  
Rogers Agency  
Schad Agency  
Watson Insurance Agency  
Wiemers & Associates, Inc.

**OAKDALE** The First National Agency

**OAKLAND** Anderson and Neumann

**OCNTO** Devine Insurance Agency

**ODELL** The Stanoscheck Agency

**OGALLALA** Thaliken Insurance Agency  
C.C. Worden Agency

**OMAHA** Alexander & Alexander  
Allied Insurers, Inc.  
Auto Assurors, Inc.  
Bailey-Dugher Company  
Ralph K. Brown Insurance Agency  
Bryans-WRECO Insurance Agency  
Campbell Howard Love Haskell  
Chastain Insurance Agency, Inc.  
Commercial Risk Managers, Inc.  
Cunningham, Jeffrey & Company  
N.P. Dodge Insurance Agency  
Dunbar-Peterson Insur Agency, Inc.  
Fowler Insurance Agency  
Harry A. Frankel Company  
Grace-Mayer Insurance Agency  
Insurance Agents, Inc.  
Irvine Insurance Agency, Inc.  
Fred S. James & Co.  
Joffe Kully Grossman, Inc.  
Lloyd C. Keenan Insurance Agency  
Harry A. Koch Company  
Don Kroupa Insurance Agency  
T.H. Maenner, Inc.  
Marcotte Insurance Agency, Inc.  
Martin Brothers and Company  
McMillan and Baird Insurance  
Don McMurray & Associates, Inc.  
Merker Realty Company  
Mick-Flynn-Hollenbeck & Assoc.  
Nabity-Palmer Agency, Inc.  
National Insurance Agency  
Olsen Insurance Agency  
Omaha Insurance Agency, Inc.  
The Otis Casualty Insurance Agency  
Overland Wolf Insurers, Inc.  
William P. Patterson Insurance  
Peterson Brothers Realty Company  
Polson Insurance Agency, Inc.  
Quinn Insurance Agency  
Ringwalt and Liesche Company  
Schenck Insurance Agency, Inc.  
David A. Schenck Insurance  
Sibbersen-Sledge Insurance Agency  
Simpson Insurance Agency, Inc.  
Stockeyards Insurance Agency, Inc.  
Superior Insurance Service  
George Thomas Insurance Agency  
Joe Vukov Real Estate & Insurance  
Walsh Brothers Company, Inc.  
Western Securities Company

**O'NEILL** Reiser Insurance Agency

**ORD** Armstrong Insurance  
Ord Agency, Inc.

**OSCEOLA** Osceola Insurance, Inc.

**OSHKOSH** Nerud Agency

**OSMOND** Adkins Insurance Agency

**OVERTON** Bob Creighton Agency

**OXFORD** Oxford Insurance Agency

**PALISADE** The Baxter Agency

**PALMER** The Palmer Agency

**PAPILLION** Hogan Insurance Agency

**PAWNEE CITY** Pawnee Co. Ins Agency

**PAXTON** The Anderson Agency  
The Eginton Agency

**PENDER** Kai's Insurance Agency

**PETERSBURG** Schaffer-Freeburg Agency

**PIERCE** William B. Chivers Agency  
Pentico Insurance Agency

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**PLATTSMOUTH** Steve Davis Agency

**POTTER** Envelodsen Insurance Agency

**PRAIRIE HOME** Prairie Home Insur

**RANDOLPH** First State Agency

**RAVENNA** Fisher Insurance Agency

Oliver-Jensen Agency, Inc.  
Skochdopole Agency, Inc.

**RISING CITY** Rising City Agency

**ROSELAND** Roseland Insur Agency

**SARGENT** Sargent Insurance Agency

**SCHUYLER** Folda and Company

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**SCOTTSSBURG** Atkinson & Associates, Inc.  
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J.D. Fenimore Agency, Inc.  
Robertson Insurance  
C.D. Wildy Company

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Swanson Insurance Agency

**SEWARD** Cooksey Insurance Agency, Inc.  
Hafemeister, Suhr & Imig Insurance Agency, Inc.  
McGrew Insurance Agency

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**SHELTON** Oliver-Jensen Agency, Inc.  
Shelton Insurance Services

**SHICKLEY** Brinkman Ins. Agency  
Lauber Insurance Agency

**SIDNEY** Ackerman-Robinson Agency

**SILVER CREEK** Louis M. Sock Insurance Agency  
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**SOUTH SIOUX CITY** Joe Morten and Son, Inc.  
Nebraska State Insurance Agency Inc.

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**SPRINGVIEW** AG-Services Agency

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**STANTON** First National Agency Co.  
Poeschl Insurance Agency  
Stanton National Insur Agency

**STAPLETON** Stapleton Insur Agency

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**STELLA** McMullen Agency

**ST. PAUL** Wayne Hansen Insur Agency  
Shaughnessy Insurance Agency

**STRATTON** Stratton Insurance Agency

**STROMSBURG** Goldenrod Insur Agency  
Johnson-Rosenquist Insur Agency

**STUART** Tri-County Insur Agency

**SUMNER** E.C. Driscoll Agency

**SUPERIOR** Shaw-Baird-Stubbs Agency  
Superior Insurance Agency, Inc.  
Whitney Insurance Agency, Inc.

**SUTHERLAND** Thomas Agency, Inc.

**SUTTON** Sutton State Bank Agency

**SYRACUSE** Granneman Agency

**TAYLOR** Cole-Huddleston Agency

**TECUMSEH** LeRoy Jones Agency  
H.W. Schepman Insurance Agency

**TEKAMAH** Burt Co. Insur Agency, Inc.  
First National Insurance Agency

**TILDEN** Tilden Insurance Agency

**TRENTON** Reynolds Insurance Agency  
Trenton Insurance Agency

**ULYSSES** McGowen Agency

**UNADILLA** Brandt Insurance Agency

**VALENTINE** Medlock Agency  
Sandhills Insurance Agency  
Stiwell Insurance Agency

**VALLEY VALLEY** Agency Co., Inc.

**VALPARAISO** Valparaiso Insurance

**WAHOO** Hohl Insurance Agency  
People's Insurance, Inc.

**WALLACE** Arnett Insurance Agency

**WALTHILL** FNB Insurance Agency, Inc.

**WATERLOO** T.D. Insurance Agency Co.

**WAUNETA** The Steintner Agency

**WAUSA** Wausa Insurance Agency

**WAYNE** Associated Insurance and Investment Company  
First National Agency, Inc.

**WESTERN** Rhynalds and Rhynalds

**WEST POINT** Dale J. Jindra Insurance Agency

**WILCOX** First National Agency of Wilcox

**WINDSIDE** Warnemunde Insurance and Real Estate, Inc.

**WISNER** Enright Insurance Agency

**WOOD RIVER** Moyer-McCumber-Welch

**WYMORE** The Benson Agency

**YORK** Filman Insurance Agency  
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Mid-Nebraska Insuror's, Inc.  
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Robson Insurance  
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Central Bank, Central City  
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Commercial National Bank, Grand Island  
Commercial State Bank, Wausa  
Cones State Bank, Pierce  
Corn Growers State Bank, Murdock  
Crawford State Bank, Crawford  
Crete State Bank, Crete  
Curtis State Bank, Curtis  
Dakota County State Bank, So. Sioux City  
Dalton State Bank, Dalton  
David City Bank, David City  
DeLay First National Bank, Norfolk  
Deuel County State Bank, Chappell  
De Witt State Bank, De Witt  
Eagle State Bank, Eagle  
Farmers & Merchants Bank, Aberdeen, S.D.

Farmers & Merchants Bank, Axtell  
Farmers & Merchants Bank, Ceresco  
Farmers & Merchants Bank, Milford  
Farmers & Merchants Bank, Oakland  
Farmers & Merchants National Bank, West Point  
Farmers Bank of Clatonia, Clatonia  
Farmers Bank, Prairie Home  
Farmers National Bank, Central City  
Farmers State Bank, Ewing  
Farmers State Bank, Plymouth  
Farmers State Bank, Wallace  
Fillmore County Bank, Geneva  
First Bank & Trust, Cozad  
First National Bank, Albion  
First National Bank, Aurora  
First National Bank, Columbus  
First National Bank, David City  
First National Bank, Elwood  
First National Bank, Fairbury  
First National Bank, Fullerton  
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Fremont National Bank, Fremont  
Fullerton National Bank, Fullerton  
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Gresham State Bank, Gresham  
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Havelock Bank, Lincoln  
Hershey State Bank, Hershey  
Home State Bank, Beaver Crossing  
Jefferson County Bank, Daykin  
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Lancaster County Bank, Waverly  
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Martell State Bank, Martell  
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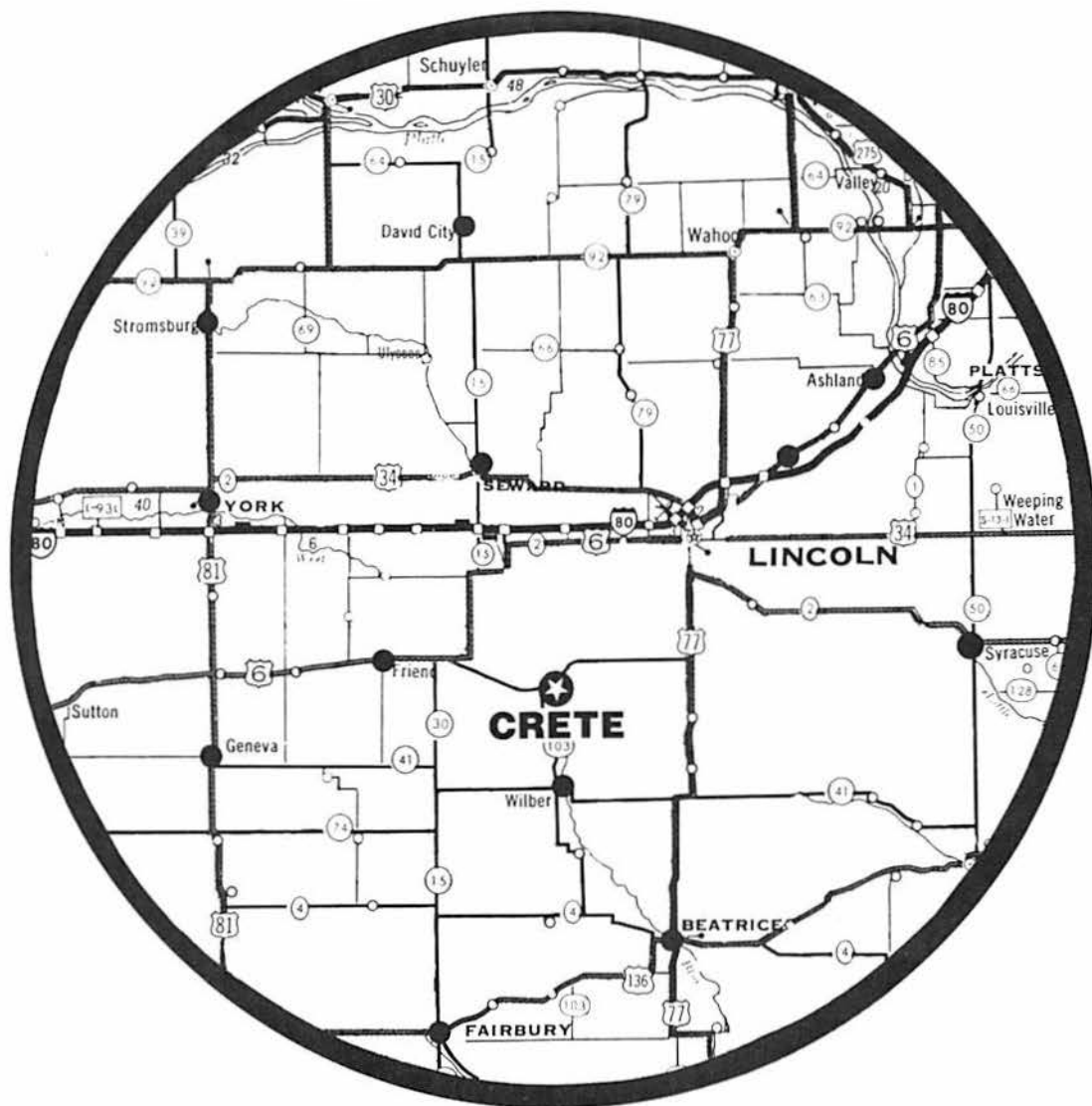
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Richardson County Bank, Falls City  
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Scribner Bank, Scribner  
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State Bank of Alexandria, Alexandria  
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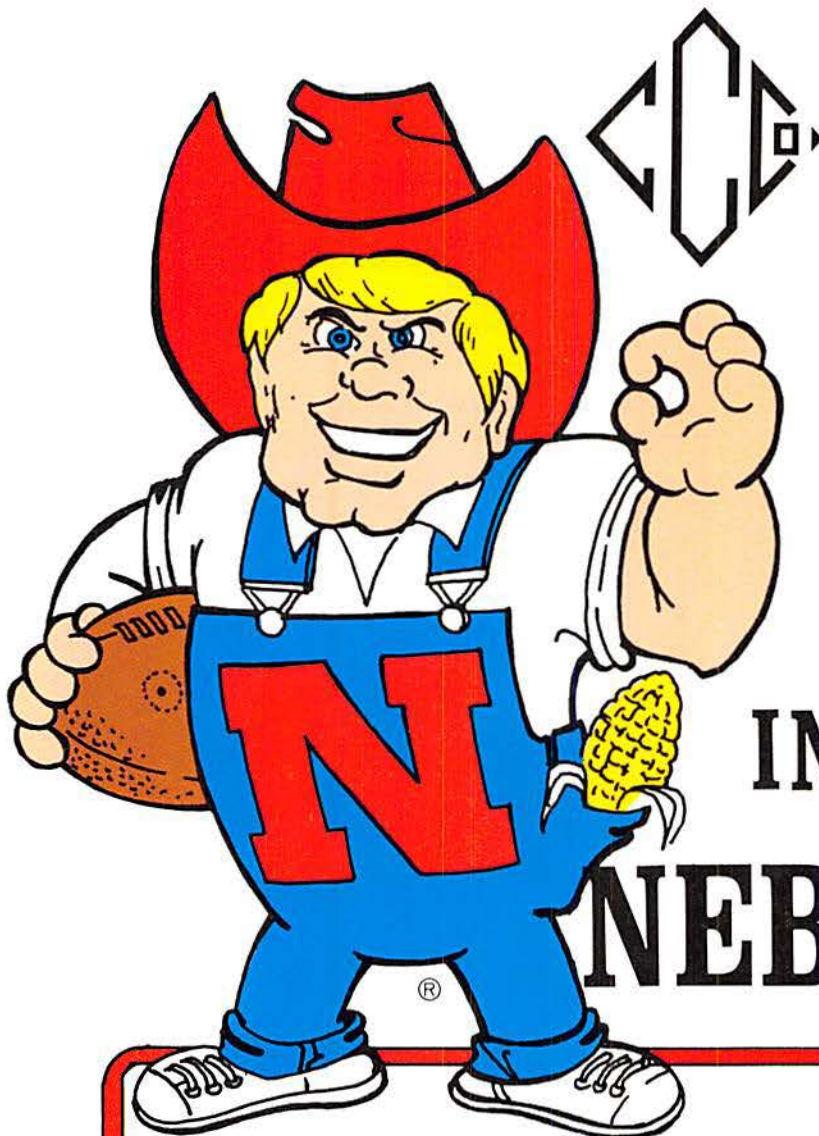
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# 1978 Oklahoma State University

## Football Roster

No.	Player	Pos.	Ht.	Wt.	Age	Class	Hometown
1	*Colin Ankersen,	K	5-10	164	19	Soph.	Medford
40	*Rick Antle,	LB	6-2	194	20	Jr.	Owasso
11	**Harold Bailey,	CB	6-2	195	21	Jr.	Houston
52	Rick Bishop,	LB	6-2	200	19	Soph.	Cleveland
93	*Curtis Boone,	DT	6-2	241	19	Soph.	Lawton
68	*Wayne Brandenberger,	OG	6-3	216	20	Jr.	Orange
65	James Brock,	OG	6-2	220	20	Jr.	Sapulpa
10 ***	Scott Burk,	QB	6-2	195	21	Sr.	Denver, CO
6	Mel Campbell,	WR	5-10	152	19	Soph.	Joplin, MO
24	Randy Chrisman	DB	6-3	190	18	Frosh.	Dallas TX
70	*Jim Clark,	OT	6-6	258	21	Jr.	Tulsa
97	Gary Chachere,	DE	6-5	235	18	Frosh.	Houston, TX
45	**John Corker,	LB	6-5	230	20	Jr.	Miami, FL
21 ***	Peter Coppola,	SS	5-11	197	23	Sr.	Buffalo
82	*James Cowins,	SE	6-1	187	19	Soph.	St. Louis, MO
15	*Chris Dixon,	DB	5-11	183	19	Soph.	Clovis, NM
39	Pete DiClementi	DB	5-11	185	18	Frosh.	Wilmette, IL
37	Ivan Doakes	LC	5-8	165	18	Frosh.	Beggs
5	John Doerner	QB	6-2	189	19	Soph.	Duncan
80	Don Echols,	DE	6-2	226	20	Jr.	Dallas, TX
18 ***	Mike Edwards,	DE	6-4	208	21	Sr.	Plant City, FL
61	Doug Freeman	C	6-1	240	18	Frosh.	Collinsville
50	*Dan Hammond,	C-LB	6-2	193	19	Soph.	Duncan
35	Steve Hammond,	RB	5-11	200	19	Soph.	Del City
13	Valda Headspeth,	WR	6-3	195	18	Frosh.	Houston, TX
17	Colt Healey,	SE	6-1	175	20	Jr.	Davis
79	*Steve Heinzler,	NG	6-1	230	19	Soph.	Marshall, MO
67	Drew Hetzler,	OG	6-3	232	19	Soph.	Canyon, TX
86	Ron Ingram,	WR	5-10	160	18	Frosh.	Dallas, TX
3 ***	Gary Irions,	DB	6-4	191	21	Sr.	Altus
26	Kenny Jackson,	DB	5-11	190	17	Frosh.	Harvey, IL
44	*Greggory Johnson,	DB	6-1	188	19	Soph.	Houston, TX
22	*Chipp Latham,	SE	6-2	189	22	Sr.	Rush Springs
29	Jerry Lewis,	DB	6-0	180	18	Frosh.	Spiro
2	Kris Lundgaard	P	6-1	193	19	Soph.	Los Alamos, NM
58	*Dexter Manley,	LB	6-4	219	19	Soph.	Houston, TX
89	Chris Meyers,	TE	6-5	208	19	Soph.	Oklahoma City
60	**Dave Monroe,	C	6-4	248	21	Sr.	Independence, KS
69	Donnie Oates,	DE	6-4	220	19	Soph.	Tulsa
23	John Odom,	DB	6-0	181	19	Soph.	Glen Ellyn, IL
48	*Vincent Orange,	RB	5-8	199	18	Soph.	Tulsa
95	Dean Prater,	DT	6-6	227	20	Soph.	Wichita Falls, TX
66	Dusty Pruitt,	DT	6-2	231	19	Soph.	Davis
19	Rocco Pugliese,	DB	6-0	175	18	Frosh.	Schaumburg, IL
64	*Reggie Richardson,	OG	6-1	238	20	Jr.	Dallas, TX
76	*Mike Schwager,	OG	6-2	221	20	Jr.	Stillwater
41 ***	Darnell Scott,	DB	6-0	194	21	Sr.	Spiro
62	Marty Shepherd	RT	6-3	250	21	Jr.	Yukon
75 ***	Craig Simmons,	OG	6-4	269	22	Sr.	Dallas, TX
32	Ed Smith,	RB	6-0	193	20	Soph.	Houston, TX
46	Rodney Smith,	DE	6-1	201	20	Jr.	Ft. Worth, TX
55	Mark Stanley,	LB	6-0	195	19	Soph.	Stillwater
34 ***	Steve Stephens,	TE	6-3	238	21	Sr.	Tampa, FL
4	*Randy Stephenson,	QB	6-1	188	21	Sr.	Shawnee
42	Terry Suellentrop,	FB	6-0	195	19	Frosh.	Midwest City
94	Aundray Taylor,	DL	6-4	225	18	Frosh.	Longview, TX
74	Roger Taylor,	DT	6-7	226	20	Jr.	Oklahoma City
33	*Worley Taylor,	RB	6-0	196	20	Soph.	Houston, TX
57	Jody Tillman,	OT	6-5	240	18	Frosh.	Fairfax
84	Bobby Upshaw	TE	6-2	215	20	Jr.	Oklahoma City
71	Steve Vallon,	OL	6-3	240	19	Frosh.	Owasso
51	Dean Waters,	NG	6-2	221	19	Soph.	Norman
92	*Billy Wells,	RT	6-2	250	21	Jr.	Little Rock, AR
12	L.P. Williams,	WR	6-2	198	22	Sr.	Tampa, FL
63	Jerry Winchester,	DT	6-5	243	19	Soph.	Dickson
59	Ricky Young,	LB	6-1	220	18	Frosh.	E. Chicago Hts., IL
85	Terry Young	SE	5-10	170	17	Frosh.	Shawnee

\* Denotes letters earned



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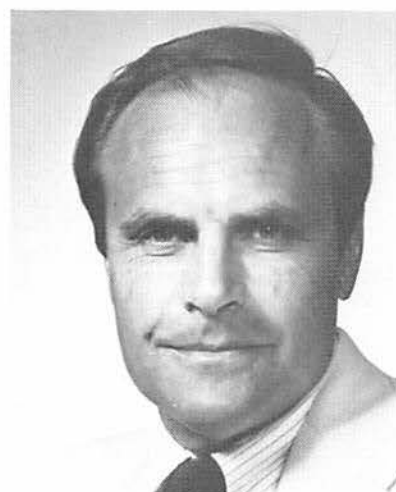




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BOBBY COLE  
Running Backs



PETE JENKINS  
Defensive Line



BILL YOUNG  
Defensive Ends



LARRY COYER  
Linebackers

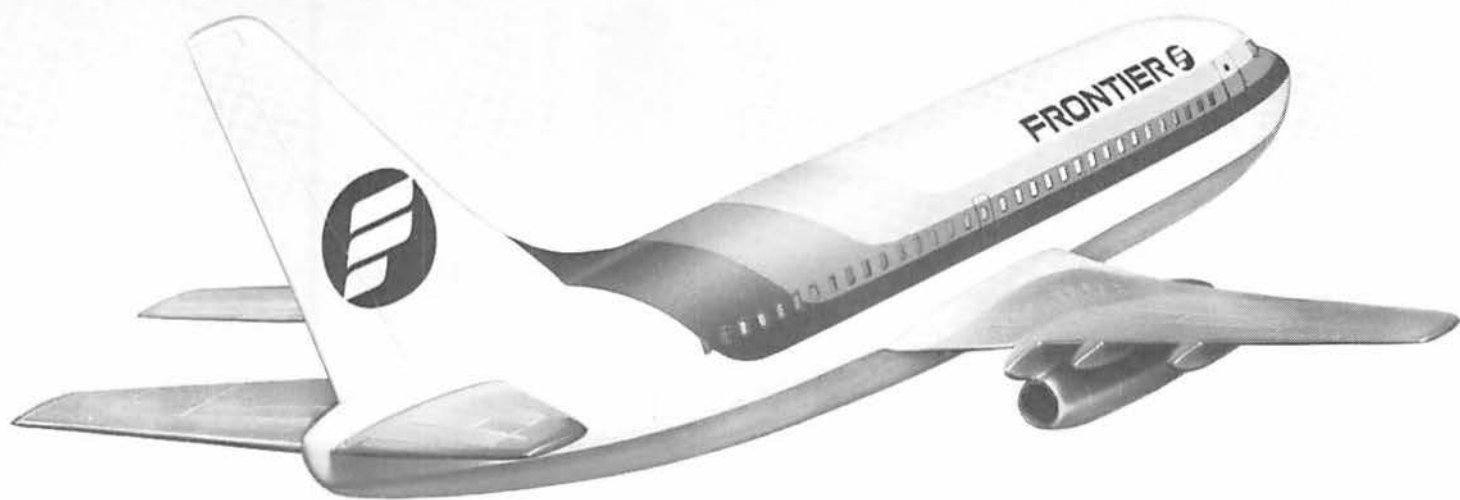


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What this team will have is the 22 very best players of the season. Twenty-two men who have earned the right to be called All-American. No amount of popularity or publicity can put a player on this team if he doesn't deserve to be there. It is a distinction which is earned with

outstanding ability, sportsmanship and leadership. And these players have to prove themselves to the toughest coaches of all, the American Football Coaches Association.

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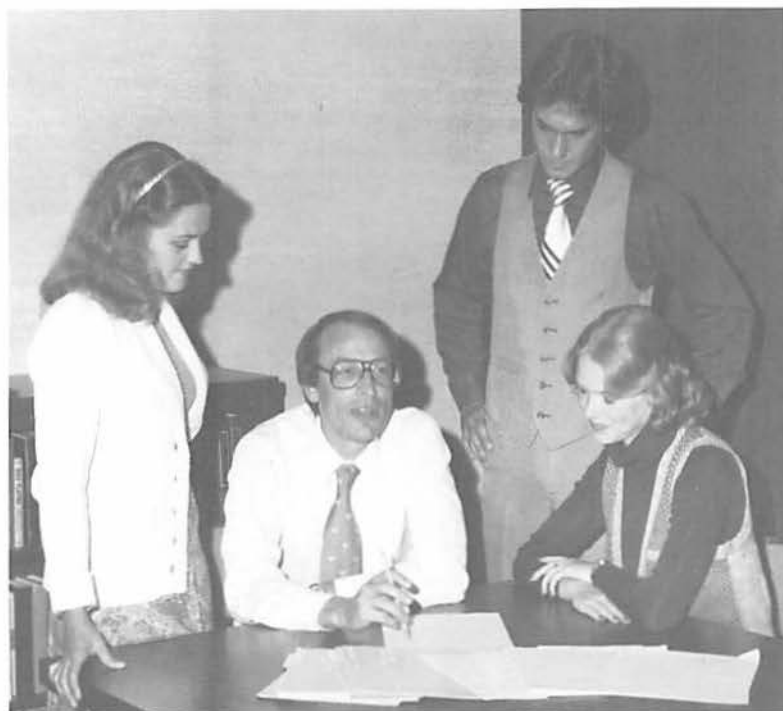
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the only team which represents the choice of the more than 2,000 college and university coaches who are the American Football Coaches Association. Their standards are exacting, for this is a team that for 89 years has included the greatest names in college football.

The 1978 Kodak All-America Team has yet to be selected. The field is large, for there are more than 12,000 players from which to choose. But when the season ends, a handful of men will have distinguished themselves, and earned the honor of being on the number one team in college football.



## Change, progress noted by college's dean



### An interview with Gary Schwendiman, Dean of the College of Business Administration

Business Administration Dean Gary Schwendiman, center, and student assistants in dean's office. Students left to right are Sharon McInay, Kevin Meyer and Margaret Reynolds.

There is change and progress in the air at the College of Business Administration at the University of Nebraska-Lincoln.

Dr. Gary Schwendiman was formally appointed new dean of the college at the March, 1978, Regents meeting. He has a diverse background in academic and business organizations with experience in the states of Washington, Utah, West Virginia and Michigan. He came to UNL from the General Motors Corporation where he was in the department of Organizational Behavior and Communication at General Motors Institute, the Educational and Management Development Division of GM. Prior to his appointment as Dean, Schwendiman served four years as associate dean of the college. He is known for emphasizing quality of education, concern for individual student needs and problems, and establishing effective relationships with the business community.

**Q.** There is some concern among the public that academic standards today are not as high as they used to be. What is the situation in your college?

**A.** The College of Business Administration has recently taken very vigorous action to increase the level of academic performance re-

quired of students. We are now requiring that undergraduate students maintain a 2.5 (C+) grade point average in order to continue their enrollment in the College of Business Administration. Our dean's list students (top 10 percent of each class) were very much in favor of these higher standards for the college. In addition, the faculty recently completed a comprehensive revision of our undergraduate curriculum to make it among the most rigorous in the nation in terms of the preparation we require of our students. There is also evidence that grade inflation, which was very serious in the late 60's and early 70's, is being reversed. The college faculty is actively implementing standards to stop and reverse grade inflation.

**Q.** I've heard that enrollment of women in the business school has greatly increased. Is that true?

**A.** The enrollment of women in the college has increased from 218 in 1972 to 800 currently. I do not see this enrollment increase as a short term phenomenon, but as a fundamental shift in societal values which will result in a continuing increase in the number of women who enroll in the college. Incidentally, the starting salary for our

women who graduated in last spring's class was a thousand dollars more per year on the average than the starting salary for men.

**Q.** To use business language, what are some of the College's major assets?

**A.** The two great assets are the faculty and students. One hundred percent of our full time permanent faculty are holders of doctoral degrees. Most of them have had teaching-research experience at other universities and many have had practical business or other experience which adds to their academic qualifications. Our students, 90% of whom come from Nebraska, are, for the most part, willing to work hard to learn and develop. Two deans from other leading colleges of business administration who were part of a recent academic visitation team to the college told me personally that they wish they had a student body and student leaders as fine as ours.

**Q.** Some people see the life of a university professor as pretty easy going, do you agree?

**A.** Actually, a recent survey showed that the average professor in the College of Business Administration  
(continued on p. 74)



# OKLAHOMA STATE



**3** GARY IRIONS  
DB 6-4 191 Sr.



**4** RANDY STEPHENSON  
QB 6-1 188 Sr.



**6** MEL CAMPBELL  
WR 5-10 152 So.



**10** SCOTT BURK  
QB 6-2 195 Sr.



**12** L. P. WILLIAMS  
WR 6-2 198 Sr.



**18** MIKE EDWARDS  
DE 6-4 208 Sr.



**21** PETER COPPOLA  
SS 5-11 197 Sr.



**22** CHIP LATHAM  
SE 6-2 189 Sr.



**23** JOHN ODOM  
DB 6-0 181 So.



**33** WORLEY TAYLOR  
RB 6-0 196 So.



**34** STEVE STEPHENS  
TE 6-3 238 Sr.



**40** RICK ANTLE  
LB 6-2 194 Jr.



**41** DARNELL SCOTT  
DB 6-0 194 Sr.



**44** GREGG JOHNSON  
DB 6-1 188 So.



**48** VINCE ORANGE  
RB 5-8 199 So.



**60** DAVID MONROE  
C 6-4 248 Sr.



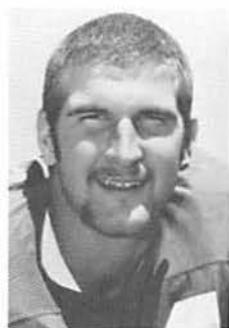
**63** JERRY WINCHESTER  
DT 6-5 243 So.



**64** REGGIE RICHARDSON  
OG 6-1 238 Jr.



**70** JIM CLARK  
OT 6-6 258 Jr.



**74** ROGER TAYLOR  
DT 6-7 226 Jr.



**75** CRAIG SIMMONS  
OG 6-4 269 Sr.



**82** JAMES COWINS  
SE 6-1 187 So.



**92** BILLY WELLS  
DT 6-2 250 Jr.



**93** CURTIS BOONE  
DT 6-2 241 So.



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# Schwendiman interview . . . (continued from p. 68)

tion worked a 50-hour plus work week with 60% of the time devoted to instructional activities, 20% of the time devoted to research-related activities to support continued excellence in teaching and 20% of the time devoted to university and public service activities.

Q. What changes do you see in the future?

A. The history of the College of Business Administration is a very distinguished one. The college was founded in 1916, and along with a group of other major business colleges, was a charter member of the American Assembly of Collegiate Schools of Business which is now the accrediting agency for all colleges of business administration across the nation. Our goal is to provide through our teaching, research, and service programs the kind of leadership which will enable us to continue to be recognized as one of the leading business colleges in the nation. We want our students to have the quality of education that will allow them to compete on an equal basis with graduates of any school in the nation.

Q. How many people have graduated from the College?

A. Over the years more than 10,000 students have graduated from the College of Business Administration. Many of our alums will be

interested in knowing that we are in the process of establishing an alumni association for the college. Right after the game today we are having an alumni open house in the CBA building (old Social Science building) and we invite alums to drop by the college to renew acquaintances, meet some of the professors, and see the changes in the building.

Q. I've heard a lot about the Executive MBA program. Exactly what does it involve?

A. The Executive Master of Business Administration program, which

enrolled its fifth class this fall, is one of our most successful programs. The current class includes 24 executives from corporations and organizations in the state who have had a minimum of 7 years of executive experience. They attend class 2 nights a week for 21 months to obtain the MBA degree. The program is taught jointly by professors from the NU colleges of business administration in Lincoln and Omaha. The current class meets in Lincoln and we are beginning to take applications for a class which will begin in Omaha in the fall of 1979.

## Masters Week Nov. 8-11

Nine University of Nebraska-Lincoln alumni will return to the Lincoln campus for Masters Week Nov. 8-11.

An annual event sponsored by Innocents and Mortar Board senior honoraries, in cooperation with the Chancellor's Office and Student Alumni Board, Masters Week is designed to give students and faculty an opportunity to meet and talk with distinguished alumni of the University.

The 1978 Masters are:

O. Burr Ross, vice president and director of research and development for ConAgra, Inc.

James A. Murphy, managing editor, Progressive Architecture magazine.

Lt. Col. Albert C. Jerman, D.D.S., health officer in charge of preventive

dentistry for the U.S. Air Force.

Stephen Gage, assistant administrator for research and development, Environmental Protection Agency, Washington, D.C.

Stanley K. Hathaway, former governor of Wyoming (1967-75) and former U.S. Secretary of Interior (1975).

Earle B. Barnes, executive vice president, Dow Chemical Co.

Phyllis Crawley, vice president, corporate communications, Esquire, Inc.

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# Business research . . .

(continued from p. 6)

Some faculty members' research concerns historical matters, as is the case with the well-known studies of railroad history by Professor Charles Kennedy, while the research into computer-based information systems of Professor Richard Schonberger is definitely "future oriented."

Many faculty members' research efforts are concerned with the operation of an important segment of the private sector of the economy. Professor Arthur Kraft has studied the reasons for the growing participation of women in the labor force; Professor Kung Chen is studying the link between the prices of corporate securities and the financial ratios of those corporations; Professor Fred Luthans' research examines the relative effectiveness of various compensation plans and supervision techniques; and Professor Sang Lee continues his studies of decision making in situations where there are a number of competing goals to be accomplished. Among the faculty members interested in the public sector is Professor William Torrence, whose current research is designed to determine the most effective method of resolving labor disputes involving public service employees.

Given the nature of the U.S. economy, it is not surprising that considerable attention is devoted to the relationship between the public and private sectors. Professor George Rejda is currently studying the economic effects of the Social Security System on private pension plans. Professor Delores Martin's research concerns the relative costs and benefits of the U.S. Weather Bureau and the several privately-owned weather services. The research of Professors Sanford Grossbart and William Curtis focuses on people's shopping behavior in downtown areas and the implications for urban redevelopment planning.

Sometimes the most interested audience for faculty research is in Nebraska, as will be the case with Professor Charles Lamphear's updating of an input-output model of the Nebraska economy or Professor Wayne Dobson's research to develop a statement of the sources and applications of loanable funds through the state's lending institutions or Professor Leonard Berekson's study of Nebraskans' attitudes toward no-fault insurance. In other instances, faculty research interests a national audience. Professor Barry Schweig's recent testimony before the

Commerce Committee of the U.S. House of Representatives was based on his research on product liability insurance. Professor Manfred Peterson also testified before the U.S. Senate Banking Committee on Correspondent Banking and Bank Stock Ownership. Professor Robert Allen, who spent the most recent two years with the President's Council on Wage and Price Stability, has returned to UNL to continue his research on the causes of inflation.

It is not possible to list all of the research going on in the College of Business Administration but the climate is probably best summarized in the words of Dean Gary Schwendiman, who recently remarked, "From the standpoint of the student, CBA is probably one of the most exciting colleges in the country in which to be enrolled. Our faculty members care enough about their students to learn more about a world which is constantly changing and which, we all hope, our young people can improve."

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Articles on the College of Business Administration in today's program were coordinated by Sharon McInay, student assistant in CBA. The NU Foundation story on page 4 was written by Mary J. Winqest, student assistant at the Foundation.

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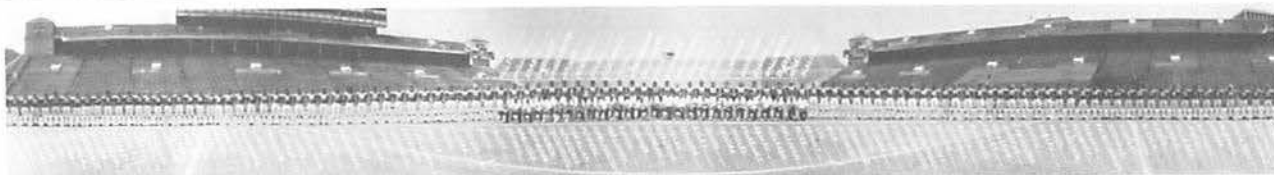
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